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Notice of Allowability	Application No.	Applicant(s)
	09/779,017	WU, HANDONG
	Examiner	Art Unit
	Quang N. Nguyen	2141

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTO-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to the Amendment filed on 09/09/2004.
2. The allowed claim(s) is/are 1-12, 14-18, 20-23 and 25-28.
3. The drawings filed on 20 April 2001 are accepted by the Examiner.
4. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All
 - b) Some*
 - c) None
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

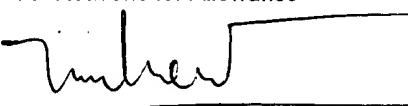
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____
4. Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. Notice of Informal Patent Application (PTO-152)
6. Interview Summary (PTO-413),
Paper No./Mail Date _____
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.


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PRIMARY EXAMINER

Examiner's Amendment

1. An Examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment maybe filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.
2. Authorization for this Examiner's Amendment was given in a telephone interview with the applicant's representative, Mr. Kevin J. Zilka on October 18, 2004.
3. Please cancel claims 29-30 without prejudice.
4. Pursuant to MPEP 606.01, the title has been changed to read:

-- METHOD AND SYSTEM FOR PLAYING ASSOCIATED AUDIBLE ADVERTISEMENT SIMULTANEOUSLY WITH THE DISPLAY OF REQUESTED CONTENT ON HANDHELD DEVICES AND SENDING A VISUAL WARNING WHEN THE AUDIO CHANNEL IS OFF --
5. The following is an examiner's statement of reasons for allowance:

In interpreting the claims, in light of the specification and the applicant's arguments filed on 09/09/2004, the Examiner finds the claimed invention to be patentably distinct from the prior art of record.

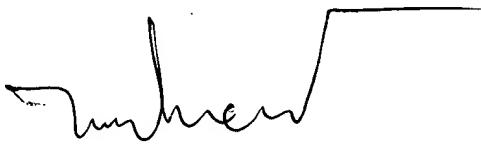
The prior art of record teaches the claimed invention substantially, but it fails to teach or suggest individually or in combination that a system and method for providing associated audible advertisement simultaneously with the requested content to a handheld computer comprising: receiving a request for content from the handheld computer; associating an advertisement with the request for content; sending the requested content to the handheld computer for display; and sending the associated advertisement from an advertisement server to the handheld computer for playing over an audio output device of the handheld computer; wherein ***the audible advertisement is played simultaneously with the display of the requested content*** on the handheld computer, ***free of a visual advertisement for preserving space available on the screen*** for the purpose of solely displaying the requested content; wherein ***sending the associated advertisement comprises sending a visual warning when an audio channel of the handheld computer is turned off***, wherein ***upon the audio channel being opened, a notice is sent to the advertisement server so that the advertisement server can again send the audible advertisement*** as set forth in independent claims 1, 16, 25 and 26. Claims 1-12, 14-18, 20-23 and 25-28 are allowed because of the combination of other limitations and the limitation listed above.

6. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Examiner's Amendment."

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Quang N. Nguyen whose telephone number is (703) 305-8190.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Rupal Dharia can be reached on (703) 305-4003. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



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PRIMARY EXAMINER